

Message Text

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PAGE 01 PEKING 00702 160156Z
ACTION EA-12

INFO OCT-01 NEA-10 EB-08 ISO-00 COME-00 TRSE-00
CIAE-00 INR-10 NSAE-00 PPT-01 CA-01 PA-01 USIA-06
PM-05 NSC-05 SP-02 SS-15 /077 W
-----000276 160912Z /10

R 160121Z MAR 78
FM USLO PEKING
TO SECSTATE WASHDC 0137
INFO AMCONSUL HONG KONG
AMEMBASSY ISLAMABAD
AMEMBASSY TOKYO

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E.O. 11652: N/A
TAGS: ETRD CH
SUBJ: TOURISM IN THE PRC

REF: PEKING 0262

1. SUMMARY. RAPID DEVELOPMENT IN CHINESE POLICY TOWARD
TOURISM HAVE TAKEN PLACE IN THE LAST MONTH OR SO. THE
NUMBER OF TOURISTS HAS BEEN GREATLY INCREASED AS WELL AS THE NUMBER
OF CITIES THEY CAN VISIT. NEW CONSTRUCTION IS UNDER WAY AND
CHINA TRAVEL SERVICE (CTS) IS EXPANDING ITS OPERATIONS TO TAKE
CARE OF THE NEW BUSINESS. END SUMMARY.

2. AS NCNA REPORTED FEBRUARY 4, THE OUTLOOK IS GOOD FOR THE
EXPANSION OF THE CHINESE TOURIST INDUSTRY. IN MARCH, AN AMERICAN
TRAVEL AGENT HAD A LONG TALK WITH PI HSUEH-CHEN OF THE PEKING
BRANCH OF CTS ON BRINGING MORE AMERICAN TOURISTS TO CHINA. PI SAID
THAT THE NUMBER OF AMERICAN TOURISTS HAS ALREADY BEEN GREATLY
EXPANDED AND THAT IN ADDITION TO THE 2,000 TOURISTS THAT PANAM
WILL BRING IN THIS YEAR, THERE WILL BE 1,000 BROUGHT BY NORTHWEST
AIRLINES (THIS IS THE FIRST WE HAVE HEARD OF THIS) AND 2,000

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BROUGHT BY THE FRIENDSHIP ASSOCIATION. WHEN THE TRAVEL AGENT ASKED
FOR A NUMBER OF SLOTS FOR 1978, PI SAID ALL WERE TAKEN, AND
SUGGESTED SHE SEE EITHER PAKISTAN INTERNATIONAL AIRWAYS, WHICH HAS
HAD DIFFICULTY IN FILLING ITS QUOTE, OR A FRANK PESTULA OF NEW
YORK WHO IS IN CHARGE OF FRIENDSHIP ASSOCIATION TOURS. PI ALSO
ALLUDED TO ADDITIONAL TOURISTS BEING BROUGHT BY OTHER AMERICAN
TOURISTS GROUPS SEPARATELY FROM BUSINESS VISITORS AND THE OFFICIAL

EXCHANGE PROGRAM. PI ADDED THAT ETHIOPIAN AIRWAYS, ROMANIAN AIRWAYS AND JAL BRING AMERICAN TOURISTS AS WELL, BUT NOTED THAT IRAN AIR DOES NOT (COMMENT: ACCORDING TO IRAN AIR PEKING REPRESENTATIVE, CARRIER HAS PERMISSION TO BRING IN "LESS THAN 700" AMERICAN TOURISTS IN 1978. REP. SAID IRAN AIR OBTAINS VISAS IN PEKING FOR THE AMERICAN TOUR MEMBERS, AND THE WHOLE OPERATION IS "VERY COMPLICATED.")

3. JAMES FANNAN OF PANAM WAS RECENTLY TOLD BY CTS THAT 12 TO 15 MORE CITIES WILL BE OPENED FOR FOREIGN TOURISTS. IN THE LAST FEW WEEKS THE CHINESE HAVE OPENED SEVERAL. USLO OFFICERS AND VISITORS HAVE RECENTLY BEEN PERMITTED TO VISIT TSINAN, TSINGTAO, TAIYUAN, NANNING, KUNMING, ANYANG, KAIFENG AND SHIHCHIACHUANG AND TALIAN. APPARENTLY TIENTSIN IS BEING REOPENED. WE HAVE HEARD THAT CHENG TU IS TO BE OPENED BUT WE HAVE RECENTLY BEEN TURNED DOWN ON A REQUEST TO VISIT IT.

4. LIMITED FACILITIES WILL NECESSITATE THE CONSTRUCTION OF NEW HOTELS IN MANY OF THESE CITIES. CTS TOLD US THAT THE ONE UNDER CONSTRUCTION IN PEKING (REFTEL) IS SCHEDULED FOR COMPLETION IN THE SPRING OF 1979. A SEVEN-STORY PEKING DICK RESTAURANT IS SCHEDULED FOR COMPLETION THIS SPRING.

5. CTS HAS EXPANDED ITS STAFF AND THE PEKING BRANCH NOW HAS 300 EMPLOYEES. CTS ALSO HAS A UNIT SPECIALIZING IN AMERICAN TOURISTS. WE HAVE RECENTLY MET SEVERAL TRANSLATORS WHO HAVE JUST RETURNED FROM THE COUNTRYSIDE.
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6. THE CTS DELEGATION TO THE US HAS BEEN CHOSEN BUT APPARENTLY FINAL APPROVAL HAS NOT BEEN GIVEN TO THE LIST. WE UNDERSTAND, HOWEVER, THAT THE DELEGATION WILL BE LED BY YUEH TAI-HENG AND THAT IT WILL INCLUDE PI HSEUH-CHEN AND CHAO, THE HEAD OF THE US UNIT.
DEAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, TOURISM PROMOTION
Control Number: n/a
Copy: SINGLE
Draft Date: 16 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PEKING00702
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780116-1270
Format: TEL
From: PEKING
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780360/aaaabyf.tel
Line Count: 101
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 47f3a1c5-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 78 PEKING 262
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3308849
Secure: OPEN
Status: NATIVE
Subject: TOURISM IN THE PRC
TAGS: ETRD, CH
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/47f3a1c5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014